



a division of Nor Cal Food Solutions

CO-PACKER INFORMATION PACKET

*a reference tool to guide you through the
Co-Packing process at Mad Will's Food Company*

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CO-PACKING AT MAD WILL'S FOOD COMPANY

• *your partner in building your brand* •



Since we opened, **MAD WILL'S FOOD COMPANY** has assisted one customer after the next in entering the world of building their brands. With a hands-on, quality driven approach to product development and artisan style manufacturing, we strive to deliver a product everyone can be proud of. Our capabilities include:

- Hot and cold fill
- Wet type products (*i.e.*, *barbecue sauces, marinades, mustards, pasta sauces, salad dressings, salsas, etc.*)
- Retail-size glass & institutional-size plastic containers (5 gallon buckets, 1 and 1/2 gallon jugs)
- Can work with:
 - Chef & restaurant signature products
 - Grower's value-added products
 - Entrepreneur's secret recipes
- Friendly minimums
- pH test and preliminary quote

Food Safety Certifications

MAD WILL'S FOOD COMPANY is devoted to food safety. All of the products we produce are safe and of the highest quality, meeting the needs of today's consumer and the continually evolving food safety standards.

- Facility approved & inspected by the US FDA (#13968884456)
- Facility approved and inspected by the CDPH - California Department of Public Health, Food and Drug Branch (Processed Food, Organic Processed Food Registration and Cannery License #103883)
- Member of the California League of Food Processors
- HACCP, GMP, Food Safety & Food Security Programs
- HACCP certified managers
- County of Placer, Business License #113319

Our goal...

is to recreate your recipe as closely as possible while achieving the same flavor profile, mouthfeel, viscosity and sense of quality as the original.

What is the First step?

To get started, contact us to learn more about what **MAD WILL'S FOOD COMPANY** can do for you. A free consultation concerning your recipe or product idea can be arranged to help you take that next step.

How much does it cost to bottle my product?

There are a variety of factors that determine the cost including ingredients, container, fill weight, kettle yield and so on. In order to give you an accurate quote, we must see your recipe. We will provide you with a Non-Disclosure Agreement, which you are free to have your attorney review.

What is the time frame for getting a product produced?

There are many factors that affect the time frame for getting a product bottled, including: recipe development, label design/printing, ingredient sourcing/availability and the production schedule. Therefore, the journey of each recipe, from concept to bottled product, is unique.

Do we require a production formula?

Although we do require a recipe in either grams or pounds, we do not need it to be a production formula. We offer product development services at a reasonable price in order to help convert your home or restaurant recipe to a production formula.

What is the minimum First run?

A minimum run is 1 batch of product per recipe, which is approximately 70-200 cases (12 units per case) depending on the size of the bottle or jar.

NEW CO-PACKER PROCESS

PHASE I - Evaluation

Step 1. Contact MAD WILL'S FOOD COMPANY (MWFC)

- a. MWFC will e-mail you the Co-Packing Intro Packet or you can download it from the website.
- b. Get the co-packing questionnaire and Non-Disclosure Agreement (NDA) from our website or by contacting our customer relations department.
- c. We charge \$2,500 for the 1st SKU and \$500 for each additional SKU to get you through the testing, Test Batching and S. Letter Certification process through the state of California.

Step 2. Preliminary Evaluation

- a. Sign the Non-Disclosure Agreement and return to MWFC.
- b. Send product sample(s) to **MWFC: 2043 Airpark Court Suite 10, Auburn, CA 95602.**
 1.) 2 - 12oz sample jars per SKU
- c. Send recipe in Grams or Pounds, Included include ingredient specifications.
 1.) Brand, type, characteristics (minced, dried, frozen, etc.)
- d. Send Non-Refundable \$500 Down payment.

Step 3. Product Testing

- a. We do a 6 step (proprietary) test of product.
- b. We convert your recipe to our production ready format.
- c. We do a preliminary sourcing of ingredients and materials for cost, availability, and traceability.
- d. We do a cost analysis, once you have approved the cost per unit, you will need to pay the remaining balance (\$2000 for the 1st SKU and \$500 for each additional SKU).

Step 4. Test Batch

- a. We will do up to 3 test batches per SKU. (\$500 for each additional test batch).
- b. We will establish QC parameters and submit 2 samples per SKU to you.

Step 5. Product Information Created

- a. MWFC produces an FDA approved compliant nutritional label.
- b. MWFC works with the state to acquire the S-Letter certification.
- c. We will email you the product info.
- d. If you need artwork or logo design we can help with that at an additional fee. (Contact Scott for more info).

Step 6. Label Compliance Review

- a. Send PDF of final label artwork to MWFC for compliance review.
- b. If unapproved printer, request sample of label material and adhesive be sent to MWFC for testing.
- c. Upon approval of the label and materials by MWFC, the labels may now be printed.
 1.) If the product is organic, the label and accompanying paperwork will be sent to CCOF for certification. Once the product and label have been certified, the labels may now be printed.
- d. For non GMO or other certifications, please contact the customer relations department.

Step 7. Production Authorized

- a. MWFC sources, orders and receives the ingredients and packaging supplies.

Note: If your product requires unique ingredients or packaging, you will be responsible for all special orders. Please contact the customer relations manager for co-packing for more details.
- b. MWFC receives the labels.
- c. MWFC schedules your product for production.

Step 8. Product Produced

- a. MWFC requires 50% down when you place your P.O. and the remaining 50% when the product is made.
- b. If required, MWFC arranges for the state to test product, once the state tests and releases batch, then the customer can pick up product for resale.

Step 9. Product Shipped

- a. Once the balance has been paid, the product will be released for pick-up/delivery.

PHASE II - Creation

PHASE III - Production

RETAIL PACKAGING OPTIONS

While there are endless available options, **MAD WILL'S FOOD COMPANY** will help guide you through the process of choosing the right packaging for your company's brand and product. If you are interested in packaging that is not a standard stock item, MWFC can obtain packaging that better fits your needs, whether it is a different sized container, custom color cap, or a custom neckband.

Note: Special packaging generally requires longer lead times, minimum orders and extra charges. Clients will be responsible for any unique packaging requests. Please contact the co-packing customer relations manager if you have any questions

Containers

The container sets the tone for your product. Along with industry standards, MWFC can help you choose a shape and size that is appropriate for your product. Below is a list of the glass containers that MWFC stocks.

5 oz Woozy	12 oz Fluted
6 oz Paragon	16 oz Salsa
6 oz Ring Neck	16 oz Paragon
7 3/4 oz Cream Jar	16 oz Decanter
8 oz Paragon	16 oz Mayo
8 oz Composite	24 oz Pasta
8 oz Ring Neck	250 mL Dorich
9 oz Straight Side	375 mL Composite
12 oz Paragon	375 mL Claret
12 oz Ring Neck	750 mL Bar Mix
12 oz Stout	750 mL Claret

Neckbands

For both bottles and jars of all shapes and sizes, a neckband is a simple way to add safety and perceived value to your product. Neckbands come in a wide variety of colors and a custom design can even be printed on the neckbands to create a more unique package.

For more information, please contact:

DAVE CAMPBELL
TEMPLOCK ENTERPRISES

The Vercal Building 170 • 1 N. Calle Cesar Chavez
Santa Barbara, CA. 93103
(805) 962-3100 • www.templack.com

Caps & Lids

MWFC stocks either metal lugs or plastic black caps and lids for all of the containers we supply. Special orders can be coordinated with the co-packing customer relations manager.

Capsules

For certain bottles, a capsule is an alternative way to add safety and perceived value to your product. Capsules come in multiple sizes with a full range of features, including a variety of colors, hot foil stamping, tear tabs and air holes. The capsules can even have a custom design printed on them to further enhance the look of your product.

For more information about capsules, please contact **Enoplastic USA** at (707) 207-7904 or look them up at enoplastic.com

Labels

To learn more about labels, see the **Retail Label Information & Basic Label Compliance** pages.

Additional Elements

Neck Hangers are used to include additional info with a package that would not otherwise fit on the label. Company history, product romance or recipes are just a few of the items that can be found on neck hangers. Labor for including neck hangers on bottles will add an additional fee.

Box/Warehouse Labels are often required by major distributors or retail venues to track inventory. Check with the warehouse in question to determine what their label information requirements are (Prices Vary)

Custom Boxes or Retail Ready Boxes usually have additional requirements and special pricing. Contact our customer relations department for more info.

Organic Products

Organic products are regulated by the USDA and must meet certain criteria to qualify for one of the three different organic levels. Please read the page titled **Organic Information** to learn more.

MAD WILL'S FOOD COMPANY has all the tools you need for developing your brand and your product. We offer label design & printing, packaging design, Nutritional analysis, UPC bar codes and much more!

FOODSERVICE PACKAGING OPTIONS

Restaurants, delis, casinos, caterers and many other types of businesses prefer to utilize products that can be supplied in larger containers. **MAD WILL'S FOOD COMPANY** currently fills 5 gallon buckets, as well as gallon & 1/2 gallon jugs.

Containers & Caps

MWFC stocks two standard HDPE plastic containers for foodservice needs: 1/2 gallon and 1 gallon. The shelf-life is typically around six months, but may vary depending on the product type.

MWFC stocks plastic white caps for both of the foodservice containers that are stocked. Please note that non-stock packaging generally requires longer lead times, minimum orders and extra charges.

Labels

Foodservice labels are generally very simple and contain only FDA required elements as these labels are not seen by the consumer. We offer stock white matte labels that have the required elements printed in black. If you would like to provide your own labels, that can be arranged.



RETAIL LABEL INFORMATION

• *your partner in building your brand* •



The label is the finishing touch on the packaging of your product. It can draw in potential consumers, enticing them to take a closer look. It also contains the elements that are required by law to inform the consumer about the product, including ingredients, nutritional information and allergens. Below is some basic information that will help you get started with the design of your label.

Trademark

A trademark is a type of intellectual property that consists of a distinctive sign or indicator used to identify that the products or services offered to consumers originate from a unique source. While it is not required to register your brand, it is helpful to make sure that your brand will not infringe on another company's trademark. To learn more about trademarks or to research registered trademarks, go to uspto.gov.

Product Information

MWFC will provide you with an FDA compliant ingredients statement, allergen statement, nutrition facts panel (NLEA) and net weight declaration for each product. We encourage all of our clients to include MADE IN THE USA to their label. The U.S. Department of Agriculture has preferred marketing funding programs to help you market your product and MWFC can assist you with meeting the requirements as well as managing the application process.

UPC Barcode

A UPC barcode is a method of automatic identification that allows information to be captured quickly and accurately. Each barcode is specific to one product and must be purchased from an outside vendor.

If you wish to utilize a UPC Barcode on your product and do not plan on selling to Wal-Mart or Kroger, we recommend purchasing one at buyabarcodes.com (starting at \$85.00) or nationwidebarcode.com (starting at \$14.95), though any barcode vendor is acceptable.

If you need a unique GS1 Company Prefix, visit:
www.gs1.org/barcodes/need_a_bar_code

Printing Specifications

Below are the specifications that are required for all labels used at MWFC. This will ensure compatibility with our equipment, the packaging and the environment (i.e. refrigeration). Your printer will need these to give you an accurate price quote for labels.

- Pressure sensitive labels
- Repositionable adhesive - All Temperature (AT-1, AT-20, AT-333 or equivalent)
- Precision slit
- 1/8" space between labels
- 3" cores
- Rewind #4, Unwind – left side off first
- 10" OD on label rolls
- Custom die-cuts, new material & new adhesives **MUST** be tested by MWFC prior to printing.

Below are a few of the printers we work with. They know our printing requirements and will work with you to produce a label that meets your needs as well.

CUSTOM LABEL

Travis Gilkey 3392 Investment Blvd Hayward, CA 94545 travis@customlabel.com 925-787-2196	Elise Gilmer 3392 Investment Blvd Hayward, CA 94545 elise@customlabel.com 925-787-2196
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MEPCO Label Systems

Sheri Miner
1313 S. Stockton Street
Lodi, CA. 95420
sher@mepcolabel.com
209-810-4414 or 209-946-0201

Reviews & Approval

MWFC requires that all labels used in its facility undergo an in-house compliance review prior to being printed. Also, a materials test is required if you plan to use a printer that has not been approved by WM. Production will not be authorized until both of these requirements have been met.

BASIC LABEL COMPLIANCE

The FDA is responsible for ensuring that foods sold in the United States are safe, wholesome and properly labeled. The regulations that govern product labeling can be found in Title 21 of the Code of Federal Regulations (21 CFR 101). Below is a brief description of the basic label components that are required. MWFC will work with you to ensure that each label is compliant and ready for production.

Principal Display Panel (PDP)

PDP is "The portion of the label that is most likely to be seen by the consumer at the time of purchase." Depending on the jar or bottle, the viewable portion of the label varies between 2.75-3.25". Place the following items on the PDP:

- 1a. Brand or Company Logo** - Must be on the PDP.
- 2a. Product Name** - Should be one of the most prominent features on the PDP and be generally parallel to the base of the package.
- 3a. Net Contents** - At least 1/8" tall (12-13pt depending on font), placed within the bottom 30% of PDP. Do not crowd, must be surrounded by a minimum of 1/8" of space.

Note: Use of the organic Certification Symbol on any label requires proof on file with MWFC. See the **Organic Information** page for more info.

Information Panels



"The label panel immediately to the right of the PDP, as displayed to the consumer." The left and right panels are used for the following mandatory items, as well as any other information you might want to include.

Right Display Panel

- 1b. Shake Well Statement** - At least 1/16" tall (measured by the lower case "o"). Recommend Arial (6pt). Can use all uppercase letters to meet height requirement.
- 2b. Allergen Statement** - Same requirements as **1b**.
- 3b. NLEA Facts Panel** - Black or one color type/lines on a white or neutral background. Recommend Arial or Helvetica font. This panel has very specific new FDA regulations that were implemented in January 2019.

Left Display Panel

- 1c. Ingredient Deck** - At least 1/16" tall (measured by the lower case "o"). Recommend Arial or Helvetica (6pt). Can use all uppercase letters to meet height requirement.
- 2c. Manufacturer Statement** - Manufactured For or Distributed By, followed by the company name, street address, city, state, USA and zip. The street address can only be omitted if the company can be located in a current city directory or telephone book.
- 3c. Bar Code** - Best for use with retail venues that utilize scanners. To learn more, please see the page titled Retail Label Information.

LDP	PDP	RDP
<p>1c INGREDIENTS: SOY SAUCE (WATER, WHEAT, SOYBEANS, SALT) [SOY] [WHEAT], SUGAR, WATER, APRICOT HALVES (APRICOTS, WATER, SUGAR), RICE VINEGAR, GARLIC (GARLIC, SOYBEAN OIL, CITRIC ACID) [SOY], APRICOTS, DRIED ONION, GINGER PUREE (GINGER, CITRIC ACID), SESAME SEEDS, SPICE, XANTHAN GUM, ONION POWDER</p> <p>2c MANUFACTURED FOR: YOUR COMPANY NAME STREET ADDRESS CITY, STATE, ZIP CODE MADE IN THE USA</p> <p>3c </p>	<p>1a </p> <p>2a APRICOT GINGER TERIYAKI GLAZE</p> <p>3a NET WT 14.8 OZ (450G)</p>	<p>1 SHAKE WELL BEFORE USING REFRIGERATE AFTER OPENING</p> <p>2b MADE IN A FACILITY THAT USES MILK, EGGS, FISH, TREE NUTS, PEANUTS, WHEAT & SOY</p> <p>3b Nutrition Facts About 23 servings per container Serving Size 1 Tbsp (18g) Amount Per Serving Calories 30 % Daily Value* Total Fat 0g 0% Sodium 310mg 13% Total Carbohydrate 7g 3% Total Sugars 6g Includes 5g Added Sugars 10% Protein 1g <small>Not a significant source of saturated fats, trans fats, cholesterol, dietary fiber, vitamin D, potassium, calcium or iron</small></p>